The Fifth Estate

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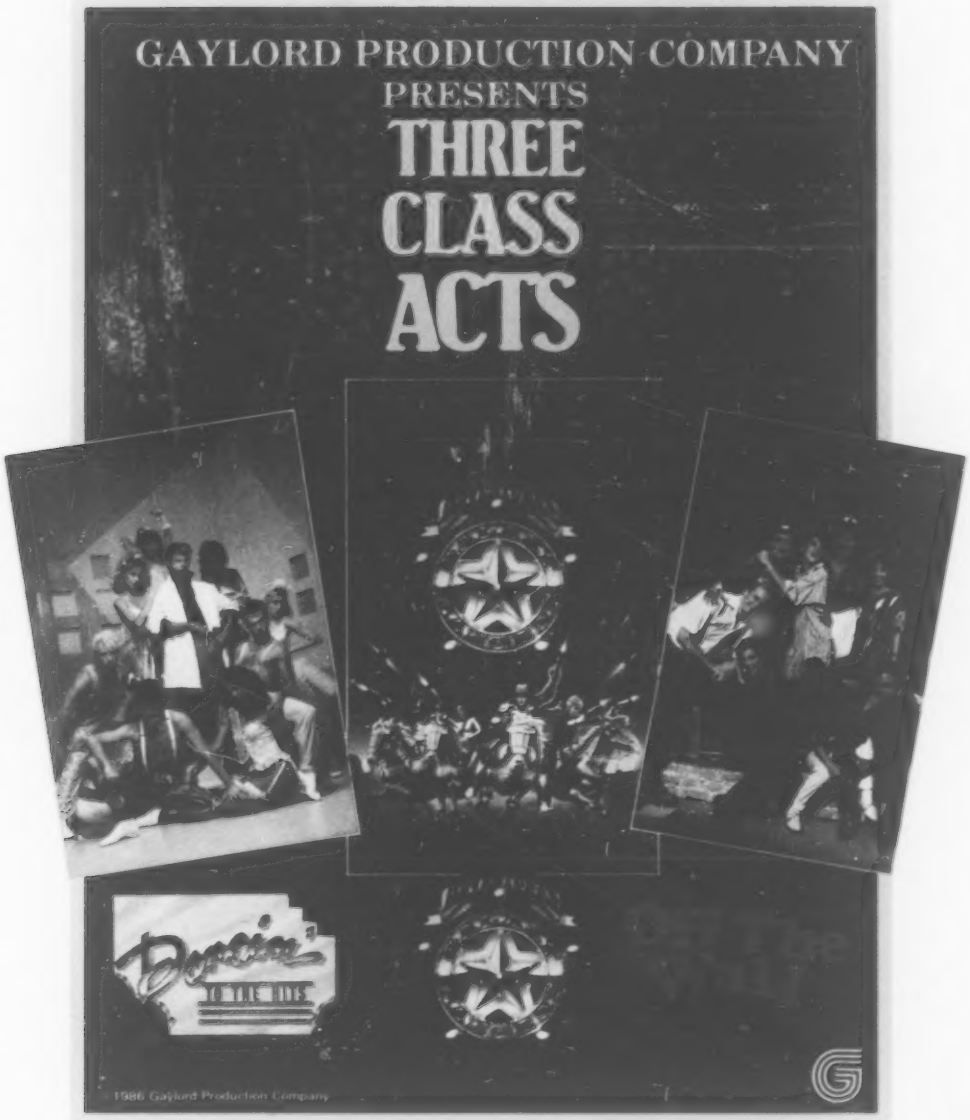
RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 13



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56th Year 1986
New season ranking:
NBC, CBS, ABC

Vol. 111 No. 15

Broadcasting Oct 13

NBC off and running in prime time
Questions over FMX technology
A conversation with NBC's Robert Wright

LOOKING GOOD □ Observers see little to stop NBC from winning the prime time ratings race even though the season is barely three weeks old. **PAGE 39.**

STEPPING DOWN □ State Department spokesman Bernard Kalb steps down over disinformation flap. **PAGE 42.**

UP AGAINST THE CLOCK □ As Hill races to adjournment, a number of issues affecting the Fifth Estate remain on the table. **PAGE 43.**

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MIPCOM ready to go despite clouds of terrorism

U.S. distributors say aftermath of Paris bombings should not affect decision to attend second programing festival; they're hoping for increased foreign interest in half-hour sitcoms

According to festival organizers, close to 4,000 international programing executives will assemble at the Palais de Festivals in Cannes, France, this week (Oct. 17-21) for the second annual MIPCOM festival. Given the bombings in Paris in recent weeks, it will be the second international programing bazaar to take place in the shadow of terrorism.

It was just one week before last April's MIP-TV festival in Cannes that the U.S. retaliated against Libya by bombing that country. With few exceptions, however, attendance by distributors and buyers at MIP was not affected, and, according to those attending, was business as usual.

According to festival organizers, attendance at last year's MIPCOM came to about 2,500, with about 100 exhibitors. The latter number should increase this year to 200, including 43 U.S. firms and 40 from the UK.

At the MIP-TV gathering in April, security measures included guards with machine guns both inside and outside the Palais and searches of the exhibit booths for explosives. At MIPCOM, armed guards will be present and trained dogs will be used to search booths for explosives.

Last week, as the American distributors who will attend MIPCOM were preparing to leave for France, several reflected on how concerns over safety at MIP proved to be overblown and hoped that concerns over terrorism would not come between them and a potentially good market, as MIP turned out to be.

"I don't think we can live our lives in fear," said Bert Cohen, senior vice president of international sales at Worldvision. "Remember, people from the Arab world will be there as well. The Palais would not be a very good place to bomb," he said.

"The same attitudes that prevailed in MIP [concerning terrorism] will prevail at MIPCOM," predicted Paul Rich, executive vice president of DeLaurentiis Entertainment Group. "This is an academic concern," said Ken Page, chief executive officer of Gilson International.

Jerry Wexler, president of NBC Enterprises, said that NBC will not have a booth at MIPCOM, but will be represented by the same number of salesman it had at MIP. Terrorism, he said, is not the reason for not having a booth. "We just can't exhibit at all of these festivals," he said.

Whatever effect, if any, the terrorism has on this year's MIPCOM, a more important issue for the the two-year-old festival will be its importance among international programing conventions. "I would think that

NBC goes 2 for 2 in prime time

NBC is batting 1.000 with its win of week two of the prime time season. For the week ended Oct. 3, NBC captured an 18 rating/29 share, with CBS coming in second with a 16.4/26. ABC was third with a 14.6/24. Last year the ratings numbers were: NBC, 18.0/28; CBS, 16.7/26, and ABC, 13.9/22. In evening news, CBS displaced NBC by pulling a 10.9/22—just 0.1 of a rating point ahead of NBC's 10.8/22 and ahead of ABC's 10.4/21. Last year's news numbers were CBS, 12.1/23; ABC, 10.8/21, and NBC, 10.7/21.

The season-to-date averages: NBC first with an 18.2/30, CBS second with a 15.6/25 and ABC third with a 14.8/24.

HUT levels (homes using television) were 62%, or 54.18 million,compared to last year's 6ɔ.6%, or 54.63 million.

NBC had the top five of the top 10 shows for the week, and of those, the top three were the same as last week: *Cosby* took first (34.5/54), *Family Ties* placed second (32.8/51) and *Cheers* was in third place (29.9/45).

ABC and CBS traded back and forth for the next five rankings, with CBS taking sixth with *Murder, She Wrote* (26.4/40), eighth with *Dallas* (24.9/41) and 10th with *60 Minutes* (22.3/37). ABC took seventh and ninth places, with *Moonlighting* (25.2/38) and *Growing Pains* (22.7/34), respectively.

Of the 73 programs listed for week two of the season, NBC had 27, ABC 24 and CBS 22. NBC took nine of the top 20, while CBS and ABC had six each. ABC had the bottom three shows of the week: *The Ellen Burstyn Show* placed 71st with a 8.4/15, *Heart of the City* 72d with a 6.4/11 and *Our World* ranked last with a 6.3/9.

ABC won Monday, Tuesday and Wednesday, while NBC took Thursday and Saturday, and CBS took Friday and Sunday.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	35.5/55
2.	Family Ties	NBC	33.4/51
3.	Cheers	NBC	29.7/45
4.	Murder, She Wrote	CBS	26.2/41
5.	Golden Girls	NBC	27.3/47
6.	Night Court	NBC	26.8/41
7.	Moonlighting	ABC	25.4/38
8.	60 Minutes	CBS	24.8/39
9.	CBS Sunday Movie	CBS	23.8/36
10.	Growing Pains	ABC	22.7/34
11.	Who's the Boss?	ABC	22.5/36
11.	NBC Sunday Night Movie	NBC	22.5/34
13.	Newhart	CBS	21.9/32
14.	Amen	NBC	21.7/38
15.	Dallas	CBS	21.6/34
16.	NFL Monday Night Football	ABC	20.6/34
17.	Kate & Allie	CBS	19.3/30
17.	227	NBC	19.3/34
19.	Designing Women	CBS	18.8/26
20.	Dynasty	ABC	18.7/29
21.	Head of the Class	ABC	18.5/30
22.	Hunter	NBC	18.2/33
23.	Together We Stand	CBS	18.1/27
24.	Miami Vice	NBC	17.4/27
25.	Cagney & Lacey	CBS	17.3/28
27.	Highway to Heaven	NBC	17.3/29
27.	Hotel	ABC	17.1/29
28.	Falcon Crest	CBS	17.0/29
28.	L.A. Law	NBC	17.0/29
30.	Hill Street Blues	NBC	16.9/29
31.	Gimme a Break	NBC	16.7/26
32.	Jack & Mike	ABC	16.5/29
32.	Perfect Strangers	ABC	16.5/28
34.	Matlock	NBC	16.4/25
35.	Valerie	NBC	15.9/23
35.	NBC Monday Night Movies	NBC	15.9/25
37.	You Again?	NBC	15.7/25
38.	CBS Tuesday Movie	CBS	15.4/25
38.	Magnum, P.I.	CBS	15.4/25
38.	Amazing Stories	NBC	15.4/23
41.	Facts of Life	NBC	15.3/28
42.	20/20	ABC	15.1/28
43.	Webster	ABC	14.7/26
43.	Scarecrow & Mrs. King	CBS	14.7/26
43.	Knots Landing	CBS	14.7/23
46.	Our House	NBC	14.6/24
47.	Mr. Belvedere	ABC	14.5/25
47.	Easy Street	NBC	14.5/22
49.	MacGyver	ABC	14.0/23
50.	ALF	NBC	13.8/21
51.	A Team	NBC	13.7/24
52.	St. Elsewhere	NBC	13.5/23
53.	Kay O'Brien, Surgeon	CBS	13.1/23
54.	Disney Sunday Movie	ABC	12.6/20
54.	ABC Sunday Night Movie	ABC	12.6/19
56.	Sledge Hammer!	ABC	12.2/19
57.	1986	NBC	12.0/21
58.	Simon & Simon	CBS	11.8/18
59.	Sidekicks	ABC	11.5/18
60.	The Wizard	CBS	11.2/17
61.	Starman	ABC	10.9/19
61.	Downtown	CBS	10.9/20
63.	Spenser: For Hire	ABC	10.6/19
63.	Crime Story	NBC	10.6/16
65.	The Colbys	ABC	10.5/16
66.	Life with Lucy	ABC	10.2/19
67.	Mike Hammer	CBS	10.1/18
68.	Together We Stand	CBS	10.0/17
69.	Twilight Zone	CBS	9.8/18
70.	Better Days	CBS	9.7/16
71.	Ellen Burstyn Show	ABC	7.9/14
72.	Our World	ABC	6.5/10
72.	Heart of the City	ABC	6.5/11

*Indicates premiere episode

Accepted

■ KEZG (92.1 mhz) Green Valley, Ariz.—Seeks CP to change TL; change ERP to 1.83 kw, and change HAAT to 406.72 ft. App. Sept. 30.

■ KKXX (107.9 mhz) Bakersfield, Calif.—Seeks CP to change ERP to 5.75 kw and change HAAT to 1,359.56 ft. App. Sept. 30.

■ KRPQ (104.9 mhz) Rohnert Park, Calif.—Seeks CP to change ERP to 340 w and change HAAT to 915 ft. App. Sept. 30.

■ WFYV (104.5 mhz) Atlantic Beach, Fla.—Seeks mod. of CP to change ERP to 100 kw. App. Sept. 30.

■ WKCB-FM (107.1 mhz) Hindman, Ky.—Seeks CP to change ERP to 768 w. App. Oct. 1.

■ *WJTM (88.1 mhz) Frederick, Md.—Seeks mod. of CP to change TL; change ERP to 9.2 kw, and change HAAT to 266.34 ft. App. Oct. 3.

■ KNFT-FM (102.9 mhz) Bayard, N.M.—Seeks CP to change freq. to 102.9 mhz; change TL; change ERP to 29.14 kw, and change HAAT to 1,611.14 ft. App. Oct. 6.

■ WZXI (101.9 mhz) Gastonia, N.C.—Seeks CP to change HAAT to 1,164.73 ft. App. Sept. 30.

■ WSEC (103.7 mhz) Williamston, N.C.—Seeks mod. of CP to change TL and change HAAT to 980.72 ft. App. Sept. 30.

■ WLLT (94.9 mhz) Fairfield, Ohio—Seeks CP to change TL; change ERP to 15 kw, and change HAAT to 898.72 ft. App. Oct. 1.

■ *WGTE-FM (91.3 mhz) Toledo, Ohio—Seeks CP to change ERP to 13.5 kw and change HAAT to 948.25 ft. App. Oct. 1.

■ WERI-FM (103.7 mhz) Westerly, R.I.—Seeks CP to install aux. sys. App. Oct. 3.

■ WCKN-FM (101.1 mhz) Anderson, S.C.—Seeks mod. of CP to change DA pattern. App. Oct. 1.

■ KESS (94.1 mhz) Fort Worth—Seeks MP to change overall height above ground to 600.24 ft. App. Oct. 1.

■ WMJR (107.7 mhz) Warrenton, Va.—Seeks CP to change TL; change ERP to 45 kw, and change HAAT to 514.96 ft. App. Oct. 6.

TV's

Accepted

■ WTMV (ch. 32) Lakeland, Fla.—Seeks MP to change ERP to vis. 3,039 kw, aur. 304 kw. App. Oct. 3.

■ WCTV (ch. 6) Thomasville, Ga.—Seeks MP to change HAAT to 2,030 ft. App. Oct. 3.

■ WPWR-TV (ch. 60) Aurora, Ill.—Seeks CP to install new ant.; install new aux. ant. sys., and change HAAT to 1,620.65 ft. App. Oct. 3.

■ WLLA (ch. 54) Kalamazoo, Mich.—Seeks MP to change TL. App. Oct. 3.

■ WWUP-TV (ch. 10) Sault Ste. Marie, Mich.—Seeks CP to change ERP to vis. 316 kw, aur. 31.6 kw. App. Oct. 3.

■ WNEQ-TV (ch. 23) Buffalo, N.Y.—Seeks MP to change ERP to vis. 975 kw and change HAAT to 1,029.92 ft. App. Oct. 3.

■ WFYF (ch. 50) Watertown, N.Y.—Seeks MP to change ERP to vis. 1,112 kw, aur. 111.2 kw; change HAAT to 1,258 ft., and change TL. App. Oct. 3.

■ WECN (ch. 64) Naranjito, P.R.—Seeks CP to change ERP to vis. 1,000 kw, aur. 15.8 kw. App. Oct. 3.

■ KRIS-TV (ch. 6) Corpus Christi, Tex.—Seeks CP to change HAAT to 953.5 ft. and change TL. App. Oct. 3.

■ *KLUJ (ch. 44) Harlingen, Tex.—Seeks MP to change ERP to vis. 1,738 kw, aur. 174 kw and change HAAT to 971 ft. App. Oct. 3.

Actions

AM's

■ KCNO (570 khz) Alturas, Calif.—Dismissed app. to change TL. Action Sept. 23.

■ KBRT (740 khz) Avalon, Calif.—Granted app. to move SL to 3183-E Airway Ave, Costa Mesa, Calif. Action Sept. 19.

■ KPPL (1390 khz) Denver—Granted app. to change TL and make changes in ant. sys. Action Sept. 19.

■ WLOB (1310 khz) Portland, Me.—Granted app. to make changes in DA pattern. Action Sept. 24.

FM's

■ WAQT (94.1 mhz) Carrollton, Ala.—Granted app. to change TL and change HAAT to 990 ft. Action Sept. 30.

■ KZLO (100.7 mhz) Pueblo, Colo.—Granted app. to change TL; change ERP to 63 kw, and change HAAT to 1,206 ft. Action Sept. 26.

■ KSPK (102.3 mhz) Walsenburg, Colo.—Granted app. to change ERP to 2.2 kw. Action Sept. 23.

■ WIOF (104.1 mhz) Waterbury, Conn.—Granted app. to change ERP to 2.754 kw. Action Sept. 25.

■ WAFL (97.7 mhz) Milford, Del.—Granted app. to change HAAT to 328 ft. Action Sept. 30.

■ WEZV (101.7 mhz) Fort Wayne, Ind.—Granted app. to change HAAT to 328 ft. Action Sept. 26.

■ KRIT (96.9 mhz) Clarion, Iowa—Granted app. to change ERP to 100 kw and change HAAT to 567.77 ft. Action Sept. 30.

■ KFMW (107.9 mhz) Waterloo, Iowa—Granted app. to change ERP to 76.54 kw and make changes in ant. sys. Action Sept. 26.

■ KCTT-FM (107.1 mhz) Corbin, Ky.—Granted app. to change freq. to 107.3 mhz; change ERP to 50 kw, and change HAAT to 492 ft. Action Sept. 29.

■ WJSN-FM (97.7 mhz) Jackson, Ky.—Granted app. to change ERP to 638 w. Action Sept. 26.

■ WCKW-FM (92.3 mhz) LaPlace, La.—Granted app. to change TL. Action Sept. 25.

■ KISY (98.3 mhz) Tioga, La.—Granted app. to change TL and change HAAT to 328 ft. Action Sept. 26.

■ WMJX (106.7 mhz) Boston—Granted app. to install aux. sys. Action Sept. 30.

■ *WICN (90.5 mhz) Worcester, Mass.—Granted app. to install aux. sys. Action Sept. 30.

■ *WMUW (88.5 mhz) Columbus, Miss.—Dismissed app. to replace ant. and tower. Action Sept. 19.

■ WBLI (106.1 mhz) Patchogue, N.Y.—Granted app. to change HAAT to 492 ft. Action Sept. 30.

■ WCLV (95.5 mhz) Cleveland—Granted app. to move SL to 26501 Emery Industrial Parkway, Warrensville Heights, Ohio. Action Sept. 29.

■ WEDA-FM (95.1 mhz) Grove City, Pa.—Dismissed app. to change TL; change ERP to 15 kw, and change HAAT to 899.7 ft. Action Sept. 19.

Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

September 9, 1986

Morris Communications

has acquired

WDHN Television (ABC)

Dothan, Alabama

and

WVGA Television (ABC)

Valdosta, Georgia

from

HI-HO Television, Inc.

The undersigned initiated the above, assisted in the negotiations and acted as broker for the transaction.

Richard A. Foreman Associates

Media Brokerage & Consulting

330 Emery Drive East, Stamford, Connecticut 06902, 203/327-2800